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THE REPORT FOR SHOPPING CENTER MARKETING

GOING HOLLYWOOD

New Game Show Taping in Mall

By Nancy Walters CMD, President, Very Special Events, San Diego, CA

How can a mall increase its advertising budget by more than $2 million a year? *Born Lucky*, that's how. *Born Lucky*, the new national TV game show, started taping in mall center courts last month. While malls have served as venues for charity telethons, TV commercials and movie shoots, this is the first time a daily national show will be aired from malls.

Born Lucky contestants vie for the chance to win mall gift certificates, funded by the host malls and the show's producers. The on-air promotion can increase the awareness of mall gift certificate programs.

Starts Soon

Born Lucky will premier on the Lifetime Television Network in October. The first 65 shows will be taped in three southern California malls: in July at Glendale Galleria in Glendale; in August at The Galleria at Tyler in Riverside, and in September at Mission Viejo Mall in Mission Viejo. Show executives plan to expand future show tapings to malls nationwide.

Lifetime's high disposable-income female audience makes malls a natural site for the show. The Cable NAD Report ranks Lifetime as the top network in female viewers 25 to 54 with annual incomes of more than $40,000.

The first 65 shows will air twice daily during the '92 fourth quarter and from January through March '93. That's a total of almost 90 national half hours televised from each mall.

Based on Lifetime advertising rates, each mall's on-air exposure exceeds a $2 million value. Each mall will be identified before, during and after commercial breaks.

Benefits of in-mall TV taping reach beyond the advertising exposure (valued at more than mall annual marketing budgets). Local on-air promos by Lifetime cable stations will attract potential contestants to mall tapings, which will create terrific sales opportunities. Host Bob Goen plans to make mall promotional appearances and participating malls may use the *Born Lucky* theme and logo for sales promotions.

The mall is the only place contestants will be selected. The July through September game show tapings are scheduled weekdays to increase mall traffic during slower hours. Rehearsals will be be held on Tuesdays and the shows will be taped Wednesday through Friday, about three times each day.

Contestants must be 18 or older, so adult traffic at participating malls should increase. National TV game shows usually draw potential contestants from a wide geographic area.

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